



REMARKS

Applicant respectfully requests entry of the following amendments and remarks contained herein in response to the Office Action mailed February 25, 2005. Applicant respectfully submits that the amendment and remarks contained herein place the instant application in condition for allowance.

Upon entry of the amendments in this response, claims 21 – 40 remain pending. In particular, Applicant cancels claim 1 – 20 and adds new claims 21 – 40. Applicant reserves the right to pursue the subject matter of these canceled claims, if Applicant so chooses, and does not intend to dedicate the withdrawn subject matter to the public. Reconsideration and allowance of the application and presently pending claims are respectfully requested.

I. Examiner Interview

Applicant first wishes to express his sincere appreciation for the time that Examiner Garg spent with Applicant's Attorney, Anthony Bonner during a telephone discussion on March 31, 2005 regarding the outstanding Office Action. During that conversation, Examiner Garg seemed to indicate that it would be potentially beneficial for Applicant to make amendments contained herein. More specifically, Examiner Garg indicated that it would be potentially beneficial to include a limitation indicating that “a search function” is performed. Thus, Applicant respectfully requests that Examiner Garg carefully consider this response and the amendments.

II. Rejections Under 35 U.S.C. §112

The Office Action indicates that claims 1 – 9 and 18 – 20 stand rejected under 35 U.S.C. §112, first paragraph, as failing to comply with the enablement requirement. In an effort to

address the Examiner's concerns, Applicant cancels claims 1 – 20 and adds new claims 21 – 40. Applicant submits that these new claims meet the requirements of Section 112, first paragraph. Accordingly, Applicant respectfully requests allowance of new claims 21 – 40.

III. Claims 21 – 40 are Allowable in View of the Cited Art

The Office Action indicates that claim 1 – 6, 8 – 9, 10 – 15, 18, and 20 apparently stand rejected under 35 U.S.C. §102(b) as being anticipated by U.S. patent publication number 2002/0046118 to Minte (“*Minte*”). In addition, the Office Action indicates that claims 7, 16, and 18 apparently stand rejected under 35 U.S.C. 103(a) as being unpatentable over *Minte* and further in view of U.S. patent number 6,545,596 to Moon.

Applicant cancels claims 1 – 20, and add new claims 21 – 40. Applicant submits that new claims 21 – 27 are allowable for at least the reason that the cited art fails to disclose, teach, or suggest a system comprising “logic in an advertisement content server configured to search the information according to [a] search request...” as recited in new claim 21. In addition, Applicant submits that new claims 28 – 34 are allowable for at least the reason that the cited art fails to disclose, teach, or suggest a method comprising “searching the information according to [a] search request...” as recited in new claim 28. Further, Applicant submits that new claims 35 – 40 are allowable for at least the reason that the cited art fails to disclose, teach, or suggest a computer readable medium comprising “logic configured to instruct a programmable device to search the information according to [a] search request...” as recited in new claim 35.

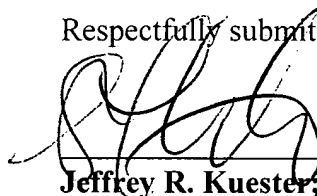
CONCLUSION

In light of the foregoing amendments and for at least the reasons set forth above, Applicant respectfully submits that all objections and/or rejections have been traversed, rendered moot, and/or accommodated, and that the now pending claims 21 – 40 are in condition for allowance. Favorable reconsideration and allowance of the present application and all pending claims are hereby courteously requested.

Any other statements in the Office Action that are not explicitly addressed herein are not intended to be admitted. In addition, any and all findings of inherency are traversed as not having been shown to be necessarily present. Furthermore, any and all findings of well-known art and official notice, or statements interpreted similarly, should not be considered well known since the Office Action does not include specific factual findings predicated on sound technical and scientific reasoning to support such conclusions.

If, in the opinion of the Examiner, a telephonic conference would expedite the examination of this matter, the Examiner is invited to call the undersigned attorney at (770) 933-9500.

Respectfully submitted,



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